The Vermont Visitor
1999

- Domestic tourists made 4.34 million trips, with an average party size of 3 people, equivalent to 13.0 million person trips.
- 33% of Vermont visitors are repeat visitors.
- The average length of stay (per trip) was 3.25 nights.
- The average household expenditure per trip was $428.

Visitor Profile

- 58% of visitors hailed from the New England and Middle Atlantic census regions including ME, VT, NH, MA, CT, RI, NY, PA & NJ.
- 76% of winter visitors were from the New England and Middle Atlantic census regions.
- 43% of visitors had an annual household income of $50,000 or greater.
- 41% of visitors had a college degree, of which 17% had post college graduate degrees.
- 56% of visitor households were married male and female couples.
- 35.8% of visitor households were dual income.
- 71% of visitor households had no children under the age of 18.
- 62.3% of visitors rated their satisfaction level with their Vermont experience at “very good” or better.
- 68.6% of visitors are likely to visit again in the next 12 months.

Travel Patterns

- 33% of visitation occurred in the summer, 29% in the fall, 21% in the winter, and 17% in the spring.
- 79.3% of all overnight visitors traveled to Vermont in their own automobile.
- 15.9% of all Vermont trips had a primary purpose of visiting relatives, 10% of taking automobile tours & 9.8% of visiting friends.
- Almost two thirds of all Vermont trips had primary destinations in the following RMO regions, Southern Vermont, So Vermont, Lake Champlain Valley and Crossroads of Vermont.
- 19.9% of all Vermont trips had primary destinations in the Southern Vermont RMO region.
- Burlington was the primary destination for 14% of all trips to Vermont.
- 52.8% of all households bought Vermont made products, 47.4% relaxed in beauty, 36.3% took automobile tours, 30% visited historic sites, 28.9% took a fall foliage tour.
- 27.5% of all visitors stayed at a private residence of a friend or relative.

1Average length of stay among households staying at least one night.